

## WHAT IS CLAIMED IS:

1. A labeling system for using labels to provide information pertaining to merchandise, comprising:
  - a merchandiser adapted to support said merchandise;
  - a label holder mounted to the merchandiser, the label holder including means for supporting one or more labels without an adhesive bond; and
  - a friction coated label removably secured to the label holder by the support means, the label including a face stock and a friction coating, the face stock having printed indicia thereon relating to the merchandise, the friction coating disposed between the face stock and the label holder to inhibit migration of the label relative to the label holder.
2. The labeling system of claim 1, wherein the label has a vertical height of between about  $\frac{3}{4}$  inch and about  $1\frac{1}{4}$  inches, a horizontal width of between about  $1\frac{1}{2}$  inches and about 4 inches, and a thickness of less than about  $\frac{1}{16}$ <sup>th</sup> inch.
3. The labeling system of claim 1, wherein the face stock is made from a material selected from the group comprising polypropylene, polyethylene, polyester, polyolefin, polystyrene, other polymeric material, vinyl or paper.
4. The labeling system of claim 1, wherein the friction coating is weak enough to enable manual installation and removal of the label while leaving the label holder substantially completely free of residue and without damaging the face stock.
5. The labeling system of claim 1, wherein the printed indicia include a bar code and a list price.
6. The labeling system of claim 1, wherein the friction coating a weak adhesive having a skid value of between about 1 to about 30 ounces for the label along a skid axis generally parallel with the label to allow for skidding movement of the label.
7. The labeling system of claim 6, wherein the skid value is greater than about 10 ounces.

8. The labeling system of claim 6, wherein the weak adhesive has a release value of less than about 0.01 lbs per square inch along an adhesive axis generally perpendicular to the label to provide for release of the label.

9. The labeling system of claim 8, wherein the release value is between about 0.00 and about .05 lbs per square inch.

10. The labeling system of claim 1, wherein the label holder is a plastic tag holder having a generally planar label pocket defined between two generally co-planar plastic panels, at least one of the plastic panels being transparent for communicating the printed indicia therethrough, and wherein the friction coated label is removably installed in the label pocket, the friction coating disposed between the face stock and at least one of the plastic panels to prevent migration of the label relative to the plastic tag holder.

11. The labeling system of claim 1, wherein the label holder is a C-channel label holder extending horizontally across the merchandiser, the C-Channel label holder comprising a pair of parallel upper and lower retaining lips extending forwardly from a curved back surface that extends vertically between the retaining lips, the friction coated label being removably snapped into the C-channel, the label including top and bottom edges and being resiliently flexed to generally conform to the shape of the C-channel with top and bottom edges engaging the upper and lower retaining lips to retain the label in the C-channel.

12. The labeling system of claim 1, wherein the support means includes at least one of a clamp mechanism clamping the friction coated label and a bottom support gravitationally supporting a bottom edge of the fiction coated label.

13. The labeling system of claim 1, wherein the friction coating is a weak adhesive that is not strong enough to adhesively bond the friction coated label to the label holder without said support means during retail use of the merchandiser.

14. A method of labeling merchandise using a label comprising multiple layers including a release liner, a face stock, and a friction coating, the friction coating being integrally connected to the face stock, the method comprising:  
cutting the label stock material into a plurality of labels;  
printing indicia on the face stock related to the merchandise;

removing the labels from the liner; and  
releasably securing at least one of the labels to a label holder of a merchandiser;  
supporting the labels with the label holder regardless of whether an adhesive bond exists between the label and the label holder, the friction coating engaging label holder to inhibit migration of the label relative to the label holder.

15. The method of claim 14, wherein the label holder is a plastic label holder comprising generally parallel front and back plastic panels, and wherein said releasably securing comprises installing the at least one label into a pocket between the panels.

16. The method of claim 15, wherein said supporting includes clamping the at least one label between the plastic panels.

17. The method of claim 15, wherein said support includes engaging a bottom edge of the at least one label with a support base extending between the front and back panels.

18. The method of claim 14, wherein said label holder is a C-channel, and wherein said releasably securing comprises snapping the label into the C-channel.

19. A labeling sheet for a merchandiser unit for supporting merchandise, the merchandiser unit including a label holder, the label holder including means for supporting one or more labels without an adhesive bond, the labeling sheet comprising  
a release liner; and  
a plurality of friction coated labels removably secured to the release liner, the labels including a face stock and a friction coating integrally connected to the face stock, the face stock having printed indicia thereon relating to the merchandise, the friction coating comprising a weak adhesive adapted to inhibit migration of the friction coated label relative to the label holder when held thereby but not strong enough to adhesively secure the friction coated labels to the label holder for retail use without the support means.

20. The labeling system of claim 19, wherein the plurality of labels have a vertical height of between about  $\frac{3}{4}$  inch and about  $1\frac{1}{4}$  inches, a horizontal width of between about  $1\frac{1}{2}$  inches and about 4 inches, and a thickness of less than about  $\frac{1}{16}$ <sup>th</sup> inch.

21. The labeling system of claim 19, wherein the face stock comprises paper.

22. The labeling system of claim 19, wherein the weak adhesive has a strength characteristic that is weak enough to enable manual installation and then removal of the label while leaving a metal or plastic surface of the label holder substantially completely free of residue when removed.

23. The labeling system of claim 19, wherein the printed indicia include a bar code and a list price.

24. The labeling system of claim 19, wherein the a weak adhesive has a skid value of between about 1 to about 30 ounces for the label along a skid axis generally parallel with the label to allow for skidding movement of the label.

25. The labeling system of claim 26, wherein the skid value is greater than about 10 ounces.

26. The labeling system of claim 6, wherein the weak adhesive has a release value of less than about 0.01 lbs per square inch along an adhesive axis generally perpendicular to the label to provide for release of the label.

27. The labeling system of claim 8, wherein the release value is between about 0.00 and about .05 lbs per square inch.